Consumer Goods - Germany

Buy (old: Buy) 06.06.2023

EUR 21.00 (old: EUR 21.00)

### Becoming a leading online luxury platform

fashionette remains one of the fastest growing eCommerce pure-plays, having grown sales by 4% yoy in Q1 organically. The number of active customers exceeded the 1m mark for the first time to a new record high of 1.08m. This has been achieved despite lower marketing spending with CAC improving by 21% yoy to EUR 27.50, thanks to a more focused marketing approach with a high share of online marketing. This already demonstrates the handwriting of the new management team around CEO Dominik Benner, who should not only continue to focus on profitable growth but also execute a promising platform transition at fashionette.

This explains why fashionette confirmed its FY23 guidance of 5-8% net revenue growth yoy to € 173-178m (eNuW: € 176m, eCons: € 177m) already including a negative low double-digit €m effect from the discontinuation of beauty and smartwatches. In Q2-Q4, this requires a growth pick-up, which should be driven by the platform transition in H2. Adj. EBITDA is expected in the range of € 2-3m (eNuW: € 2.8m, eCons: € 3.0m), implying a margin of 1.4% at mid-point. This represents an improvement of c. 1.2pp yoy despite one-off restructuring expenses to the tune of € 1.8-2.8m. Management identified cost savings in marketing and admin functions (i.e. personnel), which should yield first positive results in H2.

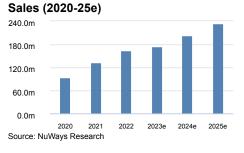
Against this backdrop, the recent share price underperformance compared to peers looks unjustified. While eCom stocks have bounced back, fashionette is still trading at 0.6x book value (0.8x ex goodwill) despite generating solid organic growth this year and being slightly profitable on adj. EBITDA. An impairment of the goodwill related to Brandfield (€ 11m) looks unlikely at this stage given that Brandfield's operating performance is still robust.

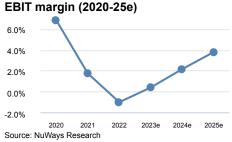
CEO Benner confirmed the ambition to transform fashionette into a true luxury eCommerce platform in the mid-term. In August 2023, first B2B partners will be connected to the ecosystem and the number should rise to 150 until year-end. fashionette will also start to distribute luxury fashion (i.e. clothing). Operating online platforms across 16 verticals, fashionette should strongly benefit from cross-selling opportunities as well as The Platform Group's know-how regarding tech, data, marketing and logistics.

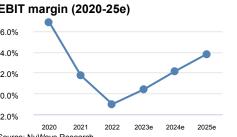
BUY with an unchanged PT of € 21.00, based on DCF.

| Y/E 31.12 (EUR m)        | 2020  | 2021   | 2022  | 2023e | 2024e | 2025e |
|--------------------------|-------|--------|-------|-------|-------|-------|
| Sales                    | 94.8  | 133.8  | 164.8 | 176.0 | 204.8 | 235.5 |
| Sales growth             | 29.6% | 41.1%  | 23.2% | 6.8%  | 16.3% | 15.0% |
| EBITDA                   | 8.9   | 4.4    | 0.4   | 2.8   | 6.4   | 11.1  |
| Net debt (if net cash=0) | -31.8 | 8.8    | 7.5   | 6.6   | 6.1   | 4.2   |
| FCF                      | 4.5   | -15.1  | 1.4   | 0.8   | 0.5   | 1.4   |
| Net Debt/EBITDA          | 0.0   | 2.0    | 16.9  | 2.3   | 1.0   | 0.4   |
| EPS pro forma            | 0.15  | -0.28  | -0.53 | -0.26 | 0.13  | 0.74  |
| EBITDA margin            | 9.4%  | 3.3%   | 0.3%  | 1.6%  | 3.1%  | 4.7%  |
| ROCE                     | 15.0% | 3.4%   | -2.6% | 1.1%  | 7.1%  | 13.7% |
| EV/sales                 | 1.8   | 1.4    | 0.2   | 0.2   | 0.2   | 0.2   |
| EV/EBITDA                | 19.1  | 41.5   | 87.4  | 13.5  | 5.8   | 3.2   |
| PER                      | 220.2 | -100.8 | -9.5  | -19.7 | 37.6  | 6.8   |
| Adjusted FCF yield       | 2.5%  | 0.6%   | -1.0% | 3.0%  | 9.4%  | 20.1% |

Source: Company data, NuWays, Close price as of 05.06.2023







#### ROCE (2020-25e) 10.0% 5.0% 0.0% -5.0% 2020 2021 2022 2023e 2024e 2025e Source: NuWays Research

## **Company description**

fashionette is a growing e-commerce company for high-quality and luxury fashion accessories. In addition to a variety of products and brands, the company uses a data platform and artificial intelligence to create a personalized shopping experience.



| Market data                 |        |
|-----------------------------|--------|
| Share price (in €)          | 4.46   |
| Market cap (in € m)         | 31.4   |
| Number of shares (in m pcs) | 6.2    |
| Enterprice value (in € m)   | 38.0   |
| Ø trading volume (6 months) | 23,000 |

| Identifier |              |  |  |  |  |  |
|------------|--------------|--|--|--|--|--|
| Bloomberg  | FSNT GR      |  |  |  |  |  |
| Reuters    | FSNT         |  |  |  |  |  |
| WKN        | A2QEFA       |  |  |  |  |  |
| ISIN       | DE000A2QEFA1 |  |  |  |  |  |

| Key shareholders   |       |
|--------------------|-------|
| The Platform Group | 38.4% |
| CTO Thomas Buhl    | 2.1%  |

| Estimates changes |              |              |              |  |  |  |
|-------------------|--------------|--------------|--------------|--|--|--|
|                   | <u>2023e</u> | <u>2024e</u> | <u>2025e</u> |  |  |  |
| Sales             | 0%           | 0%           | 0%           |  |  |  |
| EBIT              | 0%           | 0%           | 0%           |  |  |  |
| EPS               | 0%           | 0%           | 0%           |  |  |  |

### Comment on changes

#### Guidance

- Sales: € 173-178m
- Adj. EBITDA: €2-3m

Update - 06.06.2023



# **Financials**

| Profit and loss (EUR m)                                 | 2020   | 2021   | 2022   | 2023e  | 2024e  | 2025   |
|---|--------|--------|--------|--------|--------|--------|
| Net sales   | 94.8   | 133.8  | 164.8  | 176.0  | 204.8  | 235.   |
| Sales growth  | 29.6%  | 41.1%  | 23.2%  | 6.8%   | 16.3%  | 15.09  |
| Increase/decrease in finished goods and work-in-process | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.     |
| Total sales   | 94.8   | 133.8  | 164.8  | 176.0  | 204.8  | 235.   |
| Other operating income                                  | 1.7    | 2.0    | 2.1    | 2.6    | 3.1    | 3.     |
| Material expenses                                       | 57.3   | 78.8   | 100.7  | 105.8  | 122.0  | 139.   |
| Personnel expenses                                      | 7.5    | 10.6   | 13.5   | 14.3   | 16.3   | 17.    |
| Other operating expenses                                | 25.8   | 42.0   | 52.3   | 55.8   | 63.1   | 70.    |
| Total operating expenses                                | 88.9   | 129.4  | 164.4  | 173.2  | 198.3  | 224.   |
| EBITDA  | 8.9    | 4.4    | 0.4    | 2.8    | 6.4    | 11.    |
| Depreciation  | 0.2    | 0.3    | 0.3    | 0.3    | 0.3    | 0.     |
| EBITA   | 8.7    | 4.1    | 0.1    | 2.5    | 6.1    | 10.    |
| Amortisation of goodwill                                | 1.4    | 0.0    | 0.0    | 0.0    | 0.0    | 0.     |
| Amortisation of intangible assets                       | 0.8    | 1.8    | 1.8    | 1.8    | 1.7    | 1.     |
| Impairment charges                                      | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.     |
| EBIT (inc revaluation net)                              | 6.5    | 2.3    | -1.7   | 0.7    | 4.4    | 8.     |
| Interest income   | 0.0    | 0.2    | 0.1    | 0.2    | 0.1    | 0.     |
| Interest expenses                                       | 1.5    | 1.4    | 2.3    | 2.3    | 2.3    | 2.     |
| Investment income                                       | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.     |
| Financial result  | -1.4   | -1.2   | -2.2   | -2.0   | -2.2   | -2.    |
| Recurring pretax income from continuing operations      | 5.1    | 1.1    | -3.9   | -1.4   | 2.2    | 6.     |
| Extraordinary income/loss                               | -3.0   | -2.8   | -1.0   | -1.0   | -1.0   | 0.     |
| Earnings before taxes                                   | 2.0    | -1.7   | -4.9   | -2.4   | 1.2    | 6.     |
| Income tax expense                                      | 1.1    | 0.0    | -1.6   | -0.8   | 0.4    | 2.     |
| Net income from continuing operations                   | 0.9    | -1.7   | -3.3   | -1.6   | 0.8    | 4.     |
| Income from discontinued operations (net of tax)        | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.     |
| Net income  | 0.9    | -1.7   | -3.3   | -1.6   | 0.8    | 4.     |
| Minority interest                                       | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.     |
| Net profit (reported)                                   | 0.9    | -1.7   | -3.3   | -1.6   | 0.8    | 4.     |
| Average number of shares                                | 6.2    | 6.2    | 6.2    | 6.2    | 6.2    | 6.     |
| EPS reported  | 0.15   | -0.28  | -0.53  | -0.26  | 0.13   | 0.7    |
| Profit and loss (common size)                           | 2020   | 2021   | 2022   | 2023e  | 2024e  | 2025   |
| Net sales   | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.09 |
| Sales growth  | n.a.   | n.a.   | n.a.   | n.a.   | n.a.   | n.a    |
| Increase/decrease in finished goods and work-in-process | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0    |
| Total sales   | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0  |
| Other operating income                                  | 1.8%   | 1.5%   | 1.3%   | 1.5%   | 1.5%   | 1.59   |
| Material expenses                                       | 60.4%  | 58.9%  | 61.1%  | 60.1%  | 59.6%  | 59.29  |
| Personnel expenses                                      | 7.9%   | 7.9%   | 8.2%   | 8.1%   | 8.0%   | 7.59   |

| Profit and loss (common size)                           | 2020   | 2021   | 2022   | 2023e  | 2024e  | 2025e  |
|---|--------|--------|--------|--------|--------|--------|
| Net sales   | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Sales growth  | n.a.   | n.a.   | n.a.   | n.a.   | n.a.   | n.a.   |
| Increase/decrease in finished goods and work-in-process | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| Total sales   | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Other operating income                                  | 1.8%   | 1.5%   | 1.3%   | 1.5%   | 1.5%   | 1.5%   |
| Material expenses                                       | 60.4%  | 58.9%  | 61.1%  | 60.1%  | 59.6%  | 59.2%  |
| Personnel expenses                                      | 7.9%   | 7.9%   | 8.2%   | 8.1%   | 8.0%   | 7.5%   |
| Other operating expenses                                | 27.3%  | 31.4%  | 31.7%  | 31.7%  | 30.8%  | 30.1%  |
| Total operating expenses                                | 93.8%  | 96.7%  | 99.7%  | 98.4%  | 96.9%  | 95.3%  |
| EBITDA  | 9.4%   | 3.3%   | 0.3%   | 1.6%   | 3.1%   | 4.7%   |
| Depreciation  | 0.2%   | 0.2%   | 0.2%   | 0.2%   | 0.1%   | 0.2%   |
| EBITA   | 9.2%   | 3.1%   | 0.1%   | 1.4%   | 3.0%   | 4.6%   |
| Amortisation of goodwill                                | 1.5%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| Amortisation of intangible assets                       | 0.8%   | 1.3%   | 1.1%   | 1.0%   | 0.8%   | 0.8%   |
| Impairment charges                                      | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| EBIT (inc revaluation net)                              | 6.8%   | 1.7%   | -1.0%  | 0.4%   | 2.2%   | 3.8%   |
| Interest income   | 0.0%   | 0.1%   | 0.1%   | 0.1%   | 0.1%   | 0.1%   |
| Interest expenses                                       | 1.5%   | 1.0%   | 1.4%   | 1.3%   | 1.1%   | 1.0%   |
| Investment income                                       | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| Financial result  | neg.   | neg.   | neg.   | neg.   | neg.   | neg.   |
| Recurring pretax income from continuing operations      | 5.3%   | 0.8%   | -2.4%  | -0.8%  | 1.1%   | 2.9%   |
| Extraordinary income/loss                               | -3.2%  | -2.1%  | -0.6%  | -0.6%  | -0.5%  | 0.0%   |
| Earnings before taxes                                   | 2.2%   | -1.3%  | -3.0%  | -1.3%  | 0.6%   | 2.9%   |
| Income tax expense                                      | n.a.   | n.a.   | n.a.   | n.a.   | n.a.   | n.a.   |
| Net income from continuing operations                   | 1.0%   | -1.3%  | -2.0%  | -0.9%  | 0.4%   | 1.9%   |
| Income from discontinued operations (net of tax)        | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| Net income  | 1.0%   | -1.3%  | -2.0%  | -0.9%  | 0.4%   | 1.9%   |
| Minority interest                                       | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| Net profit (reported)                                   | 1.0%   | -1.3%  | -2.0%  | -0.9%  | 0.4%   | 1.9%   |
|   |        |        |        |        |        |        |

Source: Company data, NuWays

Update - 06.06.2023



| Balance sheet (EUR m)                                     | 2020   | 2021   | 2022   | 2023e  | 2024e  | 2025e  |
|---|--------|--------|--------|--------|--------|--------|
| Intangible assets   | 16.0   | 21.7   | 20.8   | 20.0   | 19.3   | 18.9   |
| Property, plant and equipment                             | 0.3    | 4.6    | 4.5    | 4.4    | 4.3    | 4.3    |
| Financial assets  | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    |
| FIXED ASSETS  | 16.3   | 26.3   | 25.3   | 24.3   | 23.5   | 23.1   |
| Inventories   | 21.9   | 44.3   | 40.8   | 40.6   | 44.1   | 49.7   |
| Accounts receivable                                       | 7.6    | 17.5   | 19.2   | 20.1   | 22.8   | 26.2   |
| Other assets and short-term financial assets              | 0.8    | 9.2    | 9.2    | 9.2    | 9.2    | 9.2    |
| Liquid assets   | 31.8   | 7.2    | 8.5    | 9.4    | 9.9    | 11.8   |
| Deferred taxes  | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    |
| Deferred charges and prepaid expenses                     | 0.7    | 1.0    | 1.0    | 1.0    | 1.0    | 1.0    |
| CURRENT ASSETS  | 62.8   | 79.2   | 78.7   | 80.2   | 87.0   | 97.9   |
| TOTAL ASSETS  | 79.1   | 105.5  | 104.0  | 104.6  | 110.5  | 121.0  |
| SHAREHOLDERS EQUITY                                       | 66.4   | 51.1   | 45.8   | 44.3   | 45.2   | 50.3   |
| MINORITY INTEREST   | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    |
| Provisions for pensions and similar obligations           | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    |
| Other provisions and accrued liabilities                  | 1.1    | 1.5    | 1.5    | 1.5    | 1.5    | 1.5    |
| Short-term liabilities to banks                           | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    |
| Accounts payable  | 7.8    | 27.1   | 29.0   | 31.0   | 36.1   | 41.5   |
| Advance payments received on orders                       | 0.2    | 0.3    | 0.3    | 0.3    | 0.3    | 0.3    |
| Other liabilities (incl. from lease and rental contracts) | 3.7    | 9.5    | 11.4   | 11.4   | 11.4   | 11.4   |
| Deferred taxes  | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    |
| Deferred income   | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    |
| CURRENT LIABILITIES                                       | 11.6   | 36.9   | 40.7   | 42.7   | 47.8   | 53.2   |
| TOTAL LIABILITIES AND SHAREHOLDERS EQUITY                 | 79.1   | 105.5  | 104.0  | 104.5  | 110.5  | 121.0  |
|   |        |        |        |        |        |        |
| Balance sheet (common size)                               | 2020   | 2021   | 2022   | 2023e  | 2024e  | 2025e  |
| Intangible assets   | 20.2%  | 20.6%  | 20.0%  | 19.1%  | 17.4%  | 15.6%  |
| Property, plant and equipment                             | 0.4%   | 4.4%   | 4.3%   | 4.2%   | 3.9%   | 3.5%   |
| Financial assets  | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| FIXED ASSETS  | 20.6%  | 25.0%  | 24.3%  | 23.3%  | 21.3%  | 19.1%  |
| Inventories   | 27.6%  | 42.0%  | 39.2%  | 38.8%  | 39.9%  | 41.1%  |
| Accounts receivable                                       | 9.7%   | 16.6%  | 18.5%  | 19.2%  | 20.6%  | 21.7%  |
| Other assets and short-term financial assets              | 1.0%   | 8.7%   | 8.8%   | 8.8%   | 8.3%   | 7.6%   |
| Liquid assets   | 40.3%  | 6.8%   | 8.2%   | 9.0%   | 9.0%   | 9.8%   |
| Deferred taxes  | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| Deferred charges and prepaid expenses                     | 0.9%   | 0.9%   | 1.0%   | 1.0%   | 0.9%   | 0.8%   |
| CURRENT ASSETS  | 79.4%  | 75.0%  | 75.7%  | 76.7%  | 78.7%  | 80.9%  |
| TOTAL ASSETS  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| SHAREHOLDERS EQUITY                                       | 83.9%  | 48.4%  | 44.0%  | 42.4%  | 40.9%  | 41.6%  |
| MINORITY INTEREST   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| Provisions for pensions and similar obligations           | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| Other provisions and accrued liabilities                  | 1.4%   | 1.4%   | 1.4%   | 1.4%   | 1.4%   | 1.2%   |
| Short-term liabilities to banks                           | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| Accounts payable  | 9.9%   | 25.7%  | 27.9%  | 29.7%  | 32.6%  | 34.3%  |
| Advance payments received on orders                       | 0.2%   | 0.3%   | 0.3%   | 0.3%   | 0.3%   | 0.3%   |
| Other liabilities (incl. from lease and rental contracts) | 4.6%   | 9.0%   | 11.0%  | 10.9%  | 10.3%  | 9.4%   |
| Deferred taxes  | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| Deferred income   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| CURRENT LIABILITIES                                       | 14.7%  | 35.0%  | 39.2%  | 40.9%  | 43.3%  | 44.0%  |
|   | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: Company data, NuWays

Update - 06.06.2023



| Cash flow statement (EUR m)   | 2020         | 2021<br>-1.7              | -3.3          | 2023e<br>-1.6 | 2024e        | 2025e      |
|---|--------------|---------------------------|---------------|---------------|--------------|------------|
| Net profit/loss   | 0.9<br>0.2   | 0.3                       | -3.3<br>0.3   | 0.3           | 0.8<br>0.3   | 4.6<br>0.4 |
| Depreciation of fixed assets (incl. leases)  Amortisation of goodwill & intangible assets | 2.2          | 0.3<br>1.8                | 0.3<br>1.8    | 1.8           | 0.3<br>1.7   | 1.8        |
| Others  | -3.6         | -1.0                      | 0.0           | 0.0           | 0.0          | 0.0        |
| Cash flow from operating activities   | 4.7          | -14.3                     | 2.0           | 1.5           | 1.2          | 2.5        |
| Increase/decrease in inventory  | -5.9         | -22.4                     | 3.5           | 0.2           | -3.6         | -5.5       |
| Increase/decrease in accounts receivable  | 0.9          | -22. <del>4</del><br>-9.9 | -1.8          | -0.8          | -3.0<br>-2.7 | -3.4       |
| Increase/decrease in accounts payable   | 2.5          | 19.4                      | 1.9           | 2.0           | 5.1          | 5.4        |
| Increase/decrease in other working capital positions                                      | 0.0          | 0.0                       | 0.0           | 0.0           | 0.0          | 0.0        |
| Increase/decrease in working capital  | -2.5         | -12.9                     | 3.6           | 1.4           | -1.2         | -3.6       |
| Cash flow from operating activities   | 5.2          | -13.8                     | 2.5           | 1.9           | 1.6          | 3.2        |
| CAPEX   | 0.7          | 1.2                       | 1.1           | 1.1           | 1.1          | 1.8        |
| Payments for acquisitions   | 0.0          | 20.2                      | 0.0           | 0.0           | 0.0          | 0.0        |
| Financial investments   | -0.0         | 0.0                       | 0.0           | 0.0           | 0.0          | 0.0        |
| Income from asset disposals   | 0.0          | 0.0                       | 0.0           | 0.0           | 0.0          | 0.0        |
| Cash flow from investing activities   | -0.7         | -21.4                     | -1.1          | -1.1          | -1.1         | -1.8       |
| Cash flow before financing  | 4.6          | -35.3                     | 1.4           | 0.8           | 0.5          | 1.4        |
| Increase/decrease in debt position  | 0.0          | 11.6                      | 0.0           | 0.0           | 0.0          | 0.0        |
| Purchase of own shares  | 0.0          | 0.0                       | 0.0           | 0.0           | 0.0          | 0.0        |
| Capital measures  | 37.2         | 0.0                       | 0.0           | 0.0           | 0.0          | 0.0        |
| Dividends paid  | 0.0          | 0.0                       | 0.0           | 0.0           | 0.0          | 0.0        |
| Others  | -3.6         | -1.0                      | 0.0           | 0.0           | 0.0          | 0.0        |
| Effects of exchange rate changes on cash  | -0.0         | 0.0                       | 0.0           | 0.0           | 0.0          | 0.0        |
| Cash flow from financing activities   | 33.6         | 10.5                      | 0.0           | 0.0           | 0.0          | 0.0        |
| Increase/decrease in liquid assets  | 38.1         | -24.7                     | 1.4           | 0.8           | 0.5          | 1.4        |
| Liquid assets at end of period  | 31.8         | 7.2                       | 8.5           | 9.4           | 9.9          | 11.3       |
| Key ratios (EUR m)  | 2020         | 2021                      | 2022          | 2023e         | 2024e        | 2025e      |
| P&L growth analysis   |              |                           |               |               |              |            |
| Sales growth  | 29.6%        | 41.1%                     | 23.2%         | 6.8%          | 16.3%        | 15.0%      |
| EBITDA growth   | 24.5%        | -50.4%                    | -89.9%        | 532.9%        | 127.6%       | 73.8%      |
| EBIT growth   | 39.9%        | -64.3%                    | -173.3%       | -140.4%       | 542.7%       | 102.7%     |
| EPS growth  | -34.5%       | -289.2%                   | 90.4%         | -51.6%        | -152.3%      | 449.2%     |
| Efficiency  |              |                           |               |               |              |            |
| Sales per employee  | 707.6        | 998.5                     | 1,229.9       | 1,313.4       | 1,528.0      | 1,757.2    |
| EBITDA per employee   | 66.4         | 33.0                      | 3.3           | 21.0          | 47.8         | 83.1       |
| No. employees (average)   | 134          | 134                       | 134           | 134           | 134          | 134        |
| Balance sheet analysis  |              |                           |               |               |              |            |
| Avg. working capital / sales  | 21.4%        | 20.9%                     | 19.7%         | 17.0%         | 14.6%        | 13.7%      |
| Inventory turnover (sales/inventory)  | 4.3          | 3.0                       | 4.0           | 4.3           | 4.6          | 4.7        |
| Accounts receivable turnover  | 29.4         | 47.7                      | 42.6          | 41.6          | 40.6         | 40.6       |
| Accounts payable turnover   | 30.0         | 74.0                      | 64.3          | 64.3          | 64.3         | 64.3       |
| Cash flow analysis  |              |                           |               |               |              |            |
| Free cash flow  | 4.5          | -15.1                     | 1.4           | 0.8           | 0.5          | 1.4        |
| Free cash flow/sales  | 4.8%         | -11.2%                    | 0.8%          | 0.5%          | 0.2%         | 0.6%       |
| FCF / net profit  | 496.0%       | 869.2%                    | neg.          | neg.          | 60.9%        | 31.2%      |
| Capex / sales   | n.a.         | n.a.                      | n.a.          | n.a.          | n.a.         | n.a.       |
| Solvency  | 0.1.0        | 0.0                       | <b>-</b> -    | 0.0           | 0.1          | 4.0        |
| Net debt  | -31.8        | 8.8                       | 7.5           | 6.6           | 6.1          | 4.2        |
| Net Debt/EBITDA   | 0.0          | 2.0                       | 16.9          | 2.3           | 1.0          | 0.4        |
| Dividend payout ratio   | 0.0%         | 0.0%                      | 0.0%          | 0.0%          | 0.0%         | 0.0%       |
| Interest paid / avg. debt   | 34.1%        | 17.5%                     | 14.3%         | 14.3%         | 14.5%        | 14.5%      |
| Returns   | 45.00/       | 2 40/                     | 0.00/         | 4.40/         | 7 40/        | 40.70/     |
| ROCE  | 15.0%        | 3.4%                      | -2.6%<br>7.2% | 1.1%          | 7.1%         | 13.7%      |
| ROE   | 1.4%         | -3.4%                     | -7.2%         | -3.6%         | 1.8%         | 9.1%       |
| Adjusted FCF yield  | 2.5%         | 0.6%                      | -1.0%         | 3.0%          | 9.4%         | 20.1%      |
| Dividend yield  | 0.0%         | 0.0%                      | 0.0%          | 0.0%          | 0.0%         | 0.0%       |
| DPS EDS reported  | 0.0          | 0.0                       | 0.0           | 0.0           | 0.0          | 0.0        |
| EPS reported  | 0.15         | -0.28                     | -0.53         | -0.26         | 0.13         | 0.74       |
| Average number of shares  Valuation ratios  | 6.2          | 6.2                       | 6.2           | 6.2           | 6.2          | 6.2        |
| P/BV  | 3.0          | 3.4                       | 0.7           | 0.7           | 0.7          | 0.6        |
|   | 1.8          | 3.4<br>1.4                | 0.7           | 0.7           | 0.7          | 0.0        |
| EV/Sales  |              | 1.7                       | 0.2           | 0.2           | 0.2          | 0.2        |
| EV/sales EV/FRITDA  |              |                           | 27 <i>1</i>   | 12 5          | 5 Q          | 2 2        |
| EV/Sales EV/EBITDA EV/EBIT  | 19.1<br>26.1 | 41.5<br>79.2              | 87.4<br>-22.9 | 13.5<br>55.4  | 5.8<br>8.5   | 3.2<br>4.0 |

Update - 06.06.2023



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| fashionette AG | 1,2,3       |

| Historical target price | ce and rating changes for fa | shionette AG        |        |              |          |
|-------------------------|------------------------------|---------------------|--------|--------------|----------|
| Commons                 | Dete                         | Amaluat             | Dating | Target Dries | Class    |
| Company                 | Date                         | Analyst             | Rating | Target Price | Close    |
| fashionette AG          | 02.12.2022                   | Sandherr, Christian | Buy    | EUR 22.00    | EUR 3.72 |

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